

**CLAIMS**

I claim:

1. A method of selecting merchants for transmission of advertising information to a user of a mobile wireless terminal, comprising:

comparing a plurality of geographic location samples of a wireless terminal with a geographic location of a seller to determine whether said wireless terminal has frequently traveled in proximity to said seller; and

if said wireless terminal has frequently traveled in proximity to said seller, selecting said seller as an entity that may be interested in having an advertisement transmitted to a user of said terminal.

2. The method of claim 1 wherein determining whether said wireless terminal has frequently traveled in proximity to said seller involves determining whether a predetermined number of said geographic location samples are within a predetermined distance of said seller.

3. The method of claim 1 wherein said step of selecting said seller is dependent upon timing information associated with said wireless terminal's travels in proximity to said seller.

4. The method of claim 1 wherein said step of selecting said seller is dependent upon demographics information of said user of said wireless terminal.

5. The method of claim 1 wherein said step of selecting said seller is dependent upon whether said seller is of the type seller from whom said user is willing to accept advertisements.

6. The method of claim 1, further comprising:  
excluding one of said plurality of geographic location samples of said wireless terminal from said step of comparing.

7. The method of claim 6 wherein said plurality of geographic location samples that are excluded from said step of comparing corresponds to a plurality of locations along a mass transit route.

8. The method of claim 1 wherein said geographic location of said seller is determined from a map local to one of said plurality of geographic location samples of said wireless terminal.

9. The method of claim 1 wherein said plurality of geographic samples of a wireless terminal are represented by latitude and longitude coordinates.

10. A method of conveying advertising information to users of mobile wireless terminals, comprising:

receiving location samples of a mobile wireless terminal;  
processing said location samples to determine whether said wireless terminal frequently travels in proximity to a seller; and  
transmitting an advertisement of said seller to a user of said wireless terminal.

11. The method of claim 10, wherein said transmitting step occurs if said wireless terminal frequently travels in proximity to said seller.

12. The method of claim 10 further comprising:  
  
receiving an indication of said seller's willingness to pay for transmission of said advertisement to said user of said wireless terminal.

13. The method of claim 12 wherein said transmitting step occurs if said seller's willingness to pay exceeds a predetermined amount.

14. The method of claim 10 wherein said location samples of said wireless terminal are received via a web interface.

15. The method of claim 10 wherein said advertisement is transmitted using a medium from the group consisting of e-mail, voice mail, facsimile, paper, banner ads and television commercials.

16. The method of claim 15 wherein said advertisement is transmitted to said user of said wireless terminal in accordance a user delivery preference.

17. The method of claim 10 further comprising:  
  
making an offer to said seller to advertise to said user of said wireless terminal.

18. The method of claim 10 further comprising:  
  
purging location samples after a predetermined period of time.

19. A method of conveying advertising information to buyers, comprising:  
determining if a buyer is traveling in proximity to a seller; and  
if demographics information of said buyer satisfies predetermined criteria,  
transmitting an advertisement of a seller to said buyer.

20. A method of conveying advertisements to a commuter in a vehicle,  
comprising:

receiving vehicle statistics;  
transmitting said vehicle statistics to a selected merchant;  
receiving an advertisement of said selected merchant; and  
presenting said advertisement to said commuter.

21. The method of claim 20 wherein said selected merchant is a merchant with  
a location that said commuter frequently travels in proximity of.

22. The method of claim 20 further comprising:  
transmitting information to said selected merchant regarding the frequency with  
which said commuter is in proximity to a location of said selected merchant.

23. The method of claim 20 further comprising providing said selected  
merchant with an opportunity to advertise to said commuter.

24. The method of claim 20, wherein said advertisement is presented as said  
commuter's commute commences.

25. The method of claim 20, wherein said advertisement is presented during  
said commuter's commute.

26. The method of claim 25, wherein said advertisement is presented as said vehicle is approaching a location of said selected merchant.

27. The method of claim 20, wherein said advertisement is a multimedia advertisement.

28. The method of claim 20, wherein said advertisement is presented to said commuter via an audio system in said vehicle.

29. The method of claim 20 wherein said steps of transmitting and receiving are performed over a wireless connection using a data protocol.

30. A method for a merchant to advertise to a user of a mobile wireless terminal, comprising:

receiving information regarding the frequency with which said commuter is in proximity to a location of said merchant;

selecting an advertisement to be transmitted to said user; and

transmitting said advertisement to an advertising server.

31. The method of claim 30 further comprising:

calculating a willingness to pay for transmission of said advertisement to said user; and

transmitting said willingness to pay to said advertising server.

32. The method of claim 31 wherein said willingness to pay is based upon a purchasing history of said user.

33. A system comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor operative with the program to:

compare a plurality of geographic location samples of a wireless terminal with a geographic location of a seller to determine whether said wireless terminal has frequently traveled in proximity to said seller; and

if said wireless terminal has frequently traveled in proximity to said seller, select said seller as an entity that may be interested in having an advertisement transmitted to a user of said terminal.